LEO BURNETT U.S.A.
Ad No. 474-D3 - (THIS ISN"T WHAT...) - Req. No. M93563 - Page, 4/c - (7 x 10 inches)
National Magazines, 1988
(604)

This isn't what you think.

If you think all ultra lights are ultra light in flavor, think again. Merit Ultra Lights delivers rich, smooth, genuinely satisfying taste. Even with so little tar. The secret is Enriched Flavor.™ Only Merit has it. Come to think of it, maybe that's why it's one of today's fastest growing ultra light brands.

Enriched Flavor,™ ultra low tar. A solution with Merit.

Merit Ultra Lights

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

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Kings: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/spjx0001

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